

# » Newsletter International

Netherlands



- » [Greeting](#)
- » [Team, Competencies](#)
- » [News](#)
- » [Announcement](#)
- » [Kienbaum in the press](#)
- » [Impressum](#)

---

## Greeting

---



Dear readers,

It is a pleasure to introduce to you the second newsletter in which the Netherlands is the centre of attention. In a steadily growing economy (2,2% for 2011) and with a decreasing unemployment rate (4,5%) the Netherlands is still recovering from the financial crisis. Estimation is that the Netherlands will be back at the GDP level prior to the crisis, in 2012. However, the Euro crisis (Greece) and a possible overheating of some of the upcoming economies are a threat for future growth for an open economy such as the Netherlands. On the other hand the shrinking labor force and retiring executives offer us interesting opportunities. The historical international character of the Netherlands, the logistic infrastructure as well as the attractive tax system for holding companies have been a major reason for companies from, e.g. the US and Japan to set up their European Headquarters here. Today more and more Indian and Chinese companies are looking to the Netherlands as their jumping off point for continental Europe.

We at Kienbaum Netherlands have anticipated these trends and are well equipped with a wide variety of cultural backgrounds and language skills (English, German, French, Chinese, Spanish and Turkish). We conduct worldwide searches to attract the best talents for our Dutch based clients and help new companies from other continents to settle in the Netherlands and support them in building their presence here and in Europe.

Below you find a further introduction in our "modus operandi", I hope you enjoy reading this newsletter and look forward to welcoming you in Amsterdam.

Warm regards,

A handwritten signature in black ink, appearing to read 'Hans Jonkers', written over a long horizontal line.

Hans Jonkers  
Managing Director

---

## Team

---

Currently there are 12 colleagues working at the Kienbaum office in Amsterdam:

Hans Jonkers (Managing Director), Paul van Splunder (Partner), Aernout de Mooij (Director), Melanie Sikkes (Executive Consultant), Laura Boege (Consultant), Michiel Prins (Senior Research Consultant), Gamze Sahan (Research Consultant), Claudia Talsma (Research Consultant), Anisha Wai (Chinese Desk), Daniëlle Anli (Office Manager/Finance), Tasja Manolarakis (Office Manager/IT/Marcom), Poppy Savenije (student).



**From left to right:** Poppy Savenije, Hans Jonkers, Anisha Wai, Daniëlle Anli, Laura Boege, Gamze Sahan, Paul van Splunder, Michiel Prins, Claudia Talsma, Aernout de Mooij, Tasja Manolarakis

## Competencies of the team

<b>Hans Jonkers</b> (Managing Director)	<ul style="list-style-type: none"> <li>» Executive Search, Management Audit, Assessment Center, NewPlacement, Coaching</li> <li>» Sectors: Chemicals &amp; Pharmaceuticals, Energy &amp; Utilities, Consumer Goods &amp; Retail</li> <li>» Languages spoken: Dutch, English, German, French</li> </ul>
<b>Paul van Splunder</b> (Partner)	<ul style="list-style-type: none"> <li>» Executive Search, Management Audit, NewPlacement</li> <li>» Sectors: Engineering &amp; Manufacturing, Chemicals &amp; Pharmaceuticals</li> <li>» Languages spoken: Dutch, English</li> </ul>
<b>Aernout de Mooij</b> (Director)	<ul style="list-style-type: none"> <li>» Executive Search, Management Audit, Assessment Center</li> <li>» Sectors: Telecommunications &amp; IT, Transport &amp; Logistics, Professional Services</li> <li>» Languages spoken: Dutch, English</li> </ul>
<b>Melanie Sikkes</b> (Executive Consultant)	<ul style="list-style-type: none"> <li>» Executive Search, Management Audit, Assessment Center, NewPlacement, Coaching</li> <li>» Sectors: Consumer Goods &amp; Retail, Engineering &amp; Manufacturing, Energy &amp; Utilities</li> <li>» Languages spoken: German, English, Dutch</li> </ul>
<b>Laura Boege</b> (Consultant)	<ul style="list-style-type: none"> <li>» Executive Search, Management Audit</li> <li>» Sectors: Automotive, Energy &amp; Utilities, Engineering &amp; Manufacturing</li> </ul>

## News



### Introduction Chinese Desk 中方事务处

The Chinese economy has been consistently one of the fastest growing in the recent years and is currently the second largest economy worldwide. The Chinese government actively promotes companies to spread their wings and to start establishments in Europe. The Netherlands serves as an attractive location, due to widely spoken English, tax structures, working licenses for highly qualified personnel, infrastructure, internationality of Amsterdam and business in general, central location between the UK, Germany and France and a relatively large existing Chinese community. Our Chinese Desk is member of the Chinese Business Support Center, founded by the Netherlands Council of Trade Promotion in order to support Chinese companies in establishing themselves successfully in the Netherlands.

Obviously, the potential of the Chinese economy has great impact on Dutch companies as well. New strategies are developed with focus on the rapidly emerging Chinese market. To operate successfully in a foreign environment with its own laws, values and culture, one needs to understand the differences and requirements. Personnel, the most valuable and cultural sensitive asset of any company, play a key role in this process. At Kienbaum Netherlands we have an ever growing Chinese-Dutch Talent Pool with highly qualified candidates who have extensive experience in both the Dutch and Chinese work environment. Our Chinese Desk is set up to act as a bridge between the Dutch and Chinese business culture and help both Chinese and Dutch organizations to find, win and keep the best China experienced personnel.

For more information:  
Anisha Wai (Chinese spoken)  
[chinese.desk@kienbaum.nl](mailto:chinese.desk@kienbaum.nl)



## India - Netherlands - Germany

One of the major challenges for Western European companies is to maintain the present high level of economic wealth and international competitiveness despite the present trend of an aging population and the mismatch between educational preferences and labor market needs. At the beginning of this year, Laura Boege, started her PhD studies addressing this issue focusing on populations in Germany, the Netherlands and India.

Taking a closer look at these cultures some apparent differences exist: in Germany people are individualist that prefer their lives to be organized and well-structured in order to avoid risks; they reward high quality performance, follow the rules and are direct, task-oriented and straight-forward in their interactions; more often than not they are perceived as lacking compassion.

Their next door neighbors, the Dutch, are also individualistic though to a lesser extent. They communicate openly, do not believe in hierarchies and – following the ‘Poldermodel’ - resolve conflicts through negotiations. They are known for their flexibility and have a strong sense for innovativeness.

Interestingly enough, both the Dutch and the German cultures have certain things in common with the Indian one, however, and not surprisingly are different in a lot of other ways. To begin with, the Indians are not individualists, but collectivist that value group welfare above their own. Just as the Germans they avoid risks and believe in organizational and social hierarchies. On the other hand and like the Dutch they value caring, altruistic and friendly behavior.

Keeping this in mind, filling potential gaps in the future with Indian highly-skilled professionals in either German or Dutch organizations and successfully integrating and retaining them long-term, seems to be more problematic than one would think as expectations differ due to various reasons – amongst others cultures. How to overcome this, still needs to be investigated.

For more information:  
[Laura.boege@kienbaum.nl](mailto:Laura.boege@kienbaum.nl)



## The Fun of Working Cross Border

From the earliest days of Kienbaum Netherlands in 2004 we have been working as one team with our Kienbaum colleagues across Europe and the Globe. It enabled us to provide a better solution for our clients while strengthening our relationship with both our clients as well as our colleagues. It also brought us a lot of fun, interesting cultural learnings and insights in other local markets. The latter enables us to be a better advisor to our clients by providing them with information and details on foreign market circumstances from our own experience. So far we have been gaining international experience through cooperation with colleagues, Kienbaum partners or own projects in most European countries, in North America, North Africa, Turkey, Kazakhstan, Hong Kong, Taiwan and Japan.

---

## One Brand – KEC & KMC

At Kienbaum Netherlands we worked closely together with our colleagues from KMC and together we pitched for large assessment projects for multinational clients in Germany, Netherlands and in France. We regularly refer clients to our colleagues from C&B and are in close contact with our colleagues from Transformation Management who currently are conducting significant projects at AkzoNobel while we are conducting some executive searches for them in parallel.

Next to that we work together with the KMC E.On team and together with their support have conducted the first E.On assessments in Dutch recently. Besides, we are currently conducting coaching projects as well as providing training.

---

## Best Practices – Cross Border

In 2007 Soerge Droste provided us with an HR contact at ITT as a lead, who we contacted but who had at that time unfortunately no business for us. We kept the HR contact with ITT warm for 1,5 years, until it materialized into a General Manager search for the Netherlands in 2009. As a result of this successful search we were able to transfer the contact back to Kienbaum Germany and onwards to the Czech Republic resulting in a project of 30 positions.



---

## Announcement

---

### New colleague



Aernout de Mooij

Aernout de Mooij was appointed in March as Director in the Amsterdam office of Kienbaum. He is specialized in assignments for clients in the Advanced Technology sector and has broad experience in international executive search and assessment projects. Throughout his career in executive search, he has built and developed a sub-specialty in CIO appointments and strangely enough, in agricultural commodity trading (working for Cargill, ADM, Louis Dreyfus, Nidera Handelscompagnie and Glencore).

He came from Nidera Handelscompagnie B.V where he held the position of worldwide Talent & Development Manager. Prior to joining Nidera Handelscompagnie, he was Client Partner in the Korn/Ferry International Amsterdam office for three years. As a member of their Global Technology Market practice, he focused on national and international recruitment in the areas of communications & convergence, software & emerging technologies, IT and professional services, venture capital and electronics & systems. Before, he was with Heidrick & Struggles in Amsterdam for 8 years and held successive roles as associate, senior associate, assignment manager, and finally, associate principal. In addition to serving clients across several technology sectors, he also managed the research team.

---

---

## Kienbaum in the press

---



### DNHK Markt – September 2010

#### KARRIERE – Keiner von Hunderten

Der Konjunkturmotor zieht an, und Unternehmen in den Niederlanden und Deutschland stellen wieder ein. Wer sich initiativ bewerben möchte, sollte aber gerade jetzt bestimmte Regeln beachten. „Vor allem Bewerber, die schon einige Jahre in verantwortlicher Stellung gearbeitet haben, unterschätzen oft die Qualität der Konkurrenz“, sagt Hans Jonkers, Managing Director bei Kienbaum Executive Search in Amsterdam. Wer nach dem Ende der Krise eine neue Herausforderung suche, sei bei einem Vermittler oder klassischen Headhunter zwar grundsätzlich richtig. „Ein beruflicher Schritt muss aber gut durchdacht und begründet sein.“

---

## Impressum

---

### Kienbaum Executive Search



Teleport Towers

Kingsfordweg 151

1043 GR Amsterdam

Phone: +31 20 697 1410

Fax: +31 20 491 9090

[amsterdam@kienbaum.nl](mailto:amsterdam@kienbaum.nl)

[www.kienbaum.nl](http://www.kienbaum.nl)

Contact person:

Hans Jonkers

[Amsterdam@kienbaum.nl](mailto:Amsterdam@kienbaum.nl)